



YMCA Day of Giving FAQ

What is the YMCA Day of Giving?

The YMCA Day of Giving is your chance to make a difference! Every dollar raised through the YMCA Day of Giving supports youth development programs like summer camp, afterschool, preschool, swim lessons, sports programs, and literacy initiatives like Y Readers. Since 1874, the YMCA of Greater Charlotte has been a cornerstone of positive change, enriching lives, and fostering communities.

Why should I participate?

The harsh reality is that our community is in crisis:

- Across our country, families lack affordable childcare, forcing parents to make difficult decisions around their family's needs and their child's safety.
- Only 46% of third graders in our community are scoring proficient in reading. This benchmark is the best predictor of a child's success in school and ability to graduate high school on time.
- Drowning is the leading cause of death for children between the ages of 1 to 4 years old, and is the second leading cause of accidental death for children 5 to 14 years old.

Thankfully, the Y is uniquely positioned to help meet these needs and reverse these sobering statistics. In 2024:

- The Y will provide over \$2 million in financial scholarships for programs like preschool, afterschool and summer camp.
- Over 3,000 children will be served with literacy instruction through programs like Y Readers, which is offered at no charge to students.
- Over 1,500 children will receive swim lessons at affordable rates for their families.

These are just some of the ways that the Y serves youth and families in our community.

We need your support! Give and help us raise funds today so we can provide these services for all.

What does my gift support?

Every donation to the YMCA Day of Giving supports the children in our community who need us most.

All donations will be designated to youth programs such as:

- **Childcare including preschool and afterschool** which provides children a safe place to grow, learn and thrive
- **Summer Camp** which is where children can create life-long memories and friendships over the summer at resident and day camp
- **Sports** which gives children the opportunity to build confidence and work as a team
- **Swim Lessons** which gives children life-saving water safety skills
- **Literacy Initiatives like Y Readers** – ensuring children are given the best opportunity to succeed academically.

The YMCA of Greater Charlotte provides almost \$2 million each year for scholarships to over 10,000 children. Your donation gives the gift of opportunity to a child in need.

Is there a minimum gift amount?

All gifts are greatly appreciated. There is no minimum gift amount and all gifts make a difference.

Can my support really make a difference?

Yes! All donations, no matter the size, helps our Y do more for the children and families we serve. It is with the support of our community, we are able to award almost \$2 million in scholarships so that children, regardless of socioeconomic status, race, ethnicity, gender, or family income, can participate in programs at the Y.

"My child loves his counselors, he gets excited when he makes new friends, and we as parents, know that he is in a safe environment that upholds good moral expectations and encourages growth both at home and at school. THANK YOU! We are proud to be a YMCA family." - YMCA Parent

How do I make my gift?

On or before May 29, select the location below that you'd like to support:

[Brace Family YMCA](#)

[Morrison Family & Sara's YMCAs](#)

[Childress Klein & Dowd YMCAs](#)

[Simmons YMCA](#)

[Harris & Harris Express YMCAs](#)

[Steele Creek YMCA](#)

[Johnston YMCA](#)

[Stratford Richardson YMCA](#)

[Keith Family YMCA](#)

[YMCA Camp Harrison](#)

[Lake Norman YMCA](#)

[YMCA Camp Thunderbird](#)

[Lowes YMCA](#)

[YMCA of Greater Charlotte](#)

[McCrorey Family YMCA](#)

Is my YMCA Day of Giving gift tax-deductible?

Your gift is tax-deductible and will support the work of our youth development programs. You will receive an email receipt after making your online gift.

Do I have to give online?

In addition to our online giving page, we also welcome gifts by mail. To make a gift by mail, please address your gift to:

YMCA of Greater Charlotte
Attn: Financial Development
400 E. Morehead Street, 7th Floor
Charlotte, NC 28202

What is an Ambassador?

Ambassadors are those connected to the Y who can participate throughout the YMCA Day of Giving to help further the success of our fundraising efforts and raise awareness of our mission. Ambassadors will share a personal fundraising page, share the Y story, and participate in additional activities through the YMCA Day of Giving.

What is a fundraising page and how do I create one?

Ambassador fundraising pages are a place for our ambassadors to share their Y story and send to their network so others can learn more and give to the YMCA Day of Giving. Anyone in the community to give under an Ambassador page or use the YMCA Day of Giving page.

To create a fundraising page, please select the location below for which you'd like to raise funds.

[Brace Family YMCA](#)

[Morrison Family & Sara's YMCAs](#)

[Childress Klein & Dowd YMCAs](#)

[Simmons YMCA](#)

[Harris & Harris Express YMCAs](#)

[Steele Creek YMCA](#)

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[Stratford Richardson YMCA](#)

[Keith Family YMCA](#)

[YMCA Camp Harrison](#)

[Lake Norman YMCA](#)

[YMCA Camp Thunderbird](#)

[Lowe's YMCA](#)

[YMCA of Greater Charlotte](#)

[McCrorey Family YMCA](#)

Once you've selected the location for which you'd like to raise funds, please follow the instructions below:

1. Select "Start fundraising"
2. Select "New to JustGiving? Sign Up" to create your account
3. Select "Yes" or "No" and then "Next"
4. Select "Just Fundraising" and "Next"
5. Select the option that pertains to you. If you don't have an occasion, select "No Occasion" or "Skip this question" and then select "Next".
6. On the Fundraising Goal page, please adjust your goal (if you see fit) and select "Next". Please note, these are set to default to a suggested amount.
7. On the story page, you will see default content related to the Day of Giving. Feel free to add your own personal story here in addition to this content! Once finalized, select "Next".
8. On the page cover page, you will see a default YMCA logo. Feel free to add your own personal picture/video if you'd like. Once complete, select "Finalize".
9. Click "Launch my page"
10. Click "Check out my page"
11. From here, bookmark/save your fundraising page link. You'll also receive an email will

What else can I do to participate in the YMCA Day of Giving?

There are multiple ways to get more involved!

- Make a gift to the Y
- Share their fundraising page with family and friends
- Share the Y's social posts on Facebook, Instagram, and/or LinkedIn
- Send emails and/or texts to family and friends about the YMCA Day of Giving
- Create an opportunity for Ambassador's employer and other affinity groups to engage with the YMCA Day of Giving
- Participate in efforts at your favorite Y location on May 29th

Can I make a gift of stock?

If you would like to make a donation through stock, our broker information is:

Account: YMCA of Greater Charlotte

Broker: Wells Fargo Advisors

Account #: 8998-2245

DTC #: 0141

For more information, please contact give@ymcacharlotte.org

Will my employer match my gift?

Double your donation by checking with your employer to see if you are eligible for a donation match. You can also check on our website to learn more: <https://www.ymcacharlotte.org/mission/join-the-mission/make-a-financial-gift/double-your-donation>

How do I set up a recurring gift?

If you would like to set up a reoccurring and sustaining gift, please email Dalton.moore@ymcacharlotte.org

Your annual amount will be counted towards the total for the YMCA Day of Giving.

Who can I contact with additional questions?

Please reach out to Dalton Moore, Director of Annual Giving at dalton.moore@ymcacharlotte.org or to your location's financial development staff member.

Contacts:

Association Office

Dalton Moore | dalton.moore@ymcacharlotte.org | 704-860-6896

Brace Family YMCA

Stacey Dobbins | stacey.dobbins@ymcacharlotte.org | 704-516-7950

Camp Harrison

Maggie Keller | maggie.keller@ymcacharlotte.org | 919-434-5812

Camp Thunderbird

Maggie Keller | maggie.keller@ymcacharlotte.org | 919-434-5812

Dowd and Childress Klein YMCAs

Dalton Moore | dalton.moore@ymcacharlotte.org | 704-860-6896

Harris and Harris Express YMCAs

Courtney Stout | courtney.stout@ymcacharlotte.org | 502-807-0840

Rick Dunlap | rick.dunlap@ymcacharlotte.org | 704-890-6310

Johnston YMCA

Dalton Moore | dalton.moore@ymcacharlotte.org | 704-860-6896

Keith Family YMCA

Debbie Smith | debbie.smith@ymcacharlotte.org | 704-953-6856

Lake Norman YMCA

Judi Herr | judi.herr@ymcacharlotte.org | 704-272-8446

Lowe's YMCA

Lindsay Lowry | lindsay.lowry@ymcacharlotte.org | 910-740-2204

McCrorey YMCA

Debbie Smith | debbie.smith@ymcacharlotte.org | 704-953-6856

Morrison Family and Sara's YMCAs

Andi Kennington | andi.kennington@ymcacharlotte.org | 704-618-1912

Simmons YMCA

Stacey Dobbins | stacey.dobbins@ymcacharlotte.org | 704-516-7950

Steele Creek and Sara's YMCAs

Andi Kennington | andi.kennington@ymcacharlotte.org | 704-618-1912

Stratford Richardson YMCA

Debbie Smith | debbie.smith@ymcacharlotte.org | 704-953-6856